

*PATENT*  
*03321-P0008A WWW/HML*

UNITED STATES PATENT APPLICATION

of

**Barbara Isenberg**  
151 Central Park West  
New York, New York 10023

for

**TOY WITH STICKY LAYER**

Attorney for Applicant  
Wesley W. Whitmyer, Jr., Registration No. 33,558  
Helen M. Limoncelli, Registration No. 51,950  
**ST.ONGE STEWARD JOHNSTON & REENS LLC**  
986 Bedford Street  
Stamford, CT 06905-5619  
203 324-6155

Title of Invention

**TOY WITH STICKY LAYER**

Field of the Invention

**[0001]** The present invention relates to a toy that allows for releasable adherence of accessories. More specifically, the present invention relates to a toy with a sticky layer for releasable adherence of related accessories.

Background of the Invention

**[0002]** Stick-on toys, such as paper dolls and stick-on activity boards, are known. Such toys use various means, such as fold-over tabs and stickers, to attach items, such as clothing or other accessories, to toys.

**[0003]** Typically, stick-on toys attach items to a doll or activity board by providing a glue or an adhesive, typically on one surface of the item to be attached. Often these items are stickers, designed for one-time use or may be removed and reattached until they lose stickiness.

**[0004]** Items or the like are often designed for one-time application provided with adhesive or glue thereon and cannot be removed once placed on a paper doll or activity board. The toy is limited to one-time use and cannot be further modified by the user. Toys with stickers or the like with a glue or an adhesive designed to be reusable are limited in their ability to be reused to the extent they remain sticky. As the adhesive or glue likely attracts dirt and lint to

its adhesive surface and/or the adhesive wears off after continual use, reusable stickers are problematic. As such, these toys have a limited life, with items unable to attach to the toy in the first place or to remain attached to the toy due to an inevitable loss of stickiness.

**[0005]** The demand for more sophisticated toys grows, and there exists a need to develop better methods of attaching, removing and reattaching items to toys, and further, allowing toys to get dirty while not impairing their function.

#### Summary of the Invention

**[0006]** The present invention relates to a toy comprising at least one cutout having an at least partially printed surface completely covered by a washable and at least semi-transparent layer for releasably adhering accessories related to the printed surface.

#### Brief Description of the Drawings

**[0010]** FIG. 1 is a frontal view of a toy in accordance with the present invention.

**[0011]** FIG. 2 is a side view of the toy shown in FIG. 1.

**[0012]** FIG. 3 is a perspective view of a toy in accordance with the present invention, having a different shape from the toy shown in FIG. 1.

**[0013]** FIG. 4 is a perspective view of multiple toys shown in FIG. 3 bound together to form a book.

Detailed Description Of The Drawings

**[0014]** The present invention provides a toy that releasably adheres items without losing adhesiveness.

**[0015]** One embodiment of the present invention is shown in FIG. 1, including cutout 10, shown here with the shape of an outline of a figure, shown here as a teddy bear. Cutout 10 has an at least partially printed surface, shown here depicting a figure, specifically a teddy bear. Printed surface may include an image, photograph, depiction, or any other printed matter.

**[0016]** The term "cutout" as used herein means a two-dimensional item whose edge or edges define a particular shape. Cutout may be made of paper, cardboard, plastic, wood, laminate or any other suitable material or combination of materials. Cutout is not limited to any shape and may include a simple shape, such as a rectangle.

**[0017]** The term "figure" as used herein means any real or imaginary being, person, or animal, such as a doll or a teddy bear. Figure may provide the outline of the cutout and/or may provide a depiction, photograph, image or other printed matter which is disposed on the printed surface of the cutout. The depiction, photograph, image or other printed matter provided on printed surface is not limited to that of a figure.

**[0018]** As shown in FIG. 2, the partially printed surface 12 is at least partially covered by a sticky layer 14 for releasably adhering accessories related to the printed surface 12. Sticky layer 14 may continuously and completely cover the partially printed surface, or it may be disposed in non-continuous,

discrete patches on the printed surface. Sticky layer 14 is at least semi-transparent or translucent, and preferably transparent, so that printed surface beneath is visible. Sticky layer 14 may be tinted with color, or otherwise contain decorative additives, such as glitter.

**[0019]** Sticky layer 14 may be made from a reusable adhesive product such as MemoACT®, available from Advance Creative Technology Enterprise Inc. in Ontario, Canada. Other adhesives and adhesive products with similar properties from alternate vendors, such as 3M® or Freckle Press, Inc. ("Sticky Sheets" product), may be used. Sticky layer 14 is releasably adhesive in that its surface non-permanently adheres to items and easily releases them. Upon releasing items, sticky layer does not lose its adhesiveness, allowing items to be reattached and removed, over and over again. Sticky layer 14 attaches and reattaches accessories without losing its adhesiveness. Additionally, sticky layer 14 is washable in that it may be wetted and wiped with damp cloth, and allowed to air dry, if sticky layer 14 becomes dirty or otherwise loses adhesiveness. Washing sticky layer 14 in this manner and allowing it to dry restores its adhesiveness, returning to an initial stickiness. It is an advantage of the present invention to provide a reusable toy with a renewable adhesive capability so that the toy may be repeatedly played with, accessories repeatedly attached, removed and re-attached, without a loss of adhesiveness. It is a further advantage that a loss of adhesiveness due to dirt, lint or other matter attaching to the adhesive can be remedied by washing the sticky layer 14 of the present invention and allowing it to dry.

**[0020]** As shown in FIGS. 1-2, cutout 10 has neither a printed surface nor a sticky layer at its bottom portion 16. Sides 18 of the bottom portion 16

may be folded along pre-impressed lines 20 to function as a stand for cutout 30, as shown in FIG. 1. FIG. 2 is a side view of cutout 10 showing the sticky layer 14 covering printed surface 12 of cutout 30, with shoe 22 in attached position.

**[0021]** The term “accessories” as defined herein means any item for placement on the cutout. Accessories may relate to each other or to the printed surface, sharing a common theme with each other and/or with the cutout. Accessories may include, but are not limited to, clothing, shoes, bags, sports equipment, and jewelry. Accessories may relate to a particular theme, such as “dress-up”, including a hat, glasses, dress, shoes and purse. Accessories additionally relate to the printed surface, for instance, in the correct placement of the accessories to the printed surface (with accessories including items of clothing and printed surface depicting a figure for placement of clothing on related body parts), or in theme (accessories relating to the beach, including pail, shovel, beach umbrella, and boat, for placement on the printed surface depicting a beach and ocean scene.) Accessories may relate to learning, such as the numerals 1-10 or the letters of the alphabet, for correct ordered placement upon the cutout. Accessories may be made of any material which is suitable to adhere to sticky layer such as paper, cardboard, fabric, plastic, wood, metal, or any combination thereof.

**[0022]** As shown in FIG. 1, accessories may include clothing and jewelry, specifically shoes 22, swimsuit 32, glasses 34, purse 38, and necklace 36. Accessories may relate to the printed surface, and may be attached to sticky layer 14 relative to the printed surface 12 of cutout 10, for instance, so as to teach children how to dress and associate items with certain areas of the body.

For example, shoes 32 are placed on the feet, while glasses 34 are placed on the eyes.

**[0023]** A toy according to the present invention is shown in FIG. 3 including cutout 40, shown here shaped as a rectangle, having an at least partially printed surface 42 at least partially covered by a sticky layer 44 for releasably adhering accessories 46, 47, 48. Printed surface 42 of cutout 40 may be completely covered by sticky layer 44. Toy may include a single cutout 40 which may serve as an activity board, play-board or a page within a book, and the accessories for reliable attachment thereto.

**[0024]** While toy shown in FIGS. 1-3 is shown as including one cutout 10, in another aspect of the present invention, toy may include multiple cutouts. As shown in FIG. 4, toy may include a multiplicity of cutouts 40, 50, 60, 70 attached together to form a book. Cutout 50 has an at least partially printed surface 52. Cutout 50 may be partially covered with a sticky layer 54 in that discrete portions of the at least partially printed surface 52 are covered by a sticky layer 54. Releasable adherence or attachment of accessories 56, 57, 58 is achieved at these portions of sticky layer 44. It is preferable that accessories to be adhered to portions of sticky layer are equal or larger in size than said portion to which they attach so that said sticky layer is not exposed so that it may adhere to other pages in the book as the pages are turned and/or when the book is closed.